

From the Director

Building a Customer-Focused Department

During the next month, every DAS employee will attend a small-group information exchange to learn more about entrepreneurial management (EM). The program, entitled ***Building a Customer-Focused Department***, is an early step in a series of activities to help DAS employees provide better service to our customers. The presenters at these sessions include your chief operating officer, your supervisor and me. We look forward to hearing your ideas about how we can improve customer service.

These meetings are a response to your request for more information about EM and what it means to DAS employees—the very basic ideas we all need to understand. We have defined EM as *a customer-focused* approach to delivering services in a *competitive marketplace*, where business decisions are motivated by the desire to meet customer needs and rewards or consequences for financial performance. What this means is:

- We “risk” success or failure based on whether customers buy our products and services;
- We must put customers first, not our programs or our rules;
- We must listen to customers in order to find out what we can provide that meets their needs;
- We need to get rid of “red tape” that keeps us from meeting customer needs;
- We must focus on both activities *and* results.

A new training work group is building a DAS customer service agenda for department-wide training, coordinating use of DAS-HRE resources. The team is chaired by Marianne Mickelson from the DAS marketing team; members include Daryl Frey for HRE, Jim Day for the DAS Core, Bruce Hupke and Kevin Miller for DAS-ITE, Tera Harrington and Nancy Williams for DAS-GSE and Maggie Owens for DAS-SAE. You will be hearing more about this team and their plans in the weeks to come.

I am pleased to announce two new programs for DAS employees. ***Over the Top*** is a new DAS Employee Recognition Program to celebrate the achievements of DAS employees who demonstrate noteworthy performance in any one of the four DAS goals defined by Governor Vilsack: improving customer service, streamlining, saving money, or using resources in a more flexible way. Here is the plan:

Managers and supervisors can nominate their employees by sending an e-mail to Marianne Mickelson naming the employee, the category and the circumstance. Nominations will be accepted on the same cycle as information for the ***DAS Difference*** newsletter (see the box on the last page of every issue.) The DAS Executive Leadership Team will review nominations monthly and quarterly beginning December 1, 2004.

We will name monthly and quarterly winners. Five winners—one from each enterprise and one from the DAS Core—will have a pizza lunch with me on the last Friday of each month. The top monthly winner will have coffee with the Governor and/or Lt. Governor and me each quarter. Watch for pictures in this newsletter.

The second new program is the ***Wall of Fame***, the employee compliments display bulletin board located in the hallway of Hoover Level A near the vending machines *and* coming soon to the Grimes Building. Our goal is to maintain a visible place to post written messages from DAS employees or customers about the work

DAS employees are doing to provide good customer service. Messages can be forwarded for display from the person receiving the compliment, sending the compliment, or an interested manager. Compliments can be sent from any "customer" for any work-related reason as long as it applies to a DAS employee. All that is required to get a message posted is to submit it to Marianne Mickelson on paper or via e-mail. Marianne will acknowledge receipt, date each message and post it on the bulletin board for a 60-day period.

I look forward to talking with you at the meetings and to seeing your name on the list of DAS award winners.

---Mollie K. Anderson

DAS Business Updates

Good News for Capitol Complex Maintenance (CCM)

CCM will take over the custodial services duties at the new Iowa Workforce Development site, located at 430 E. Grand in Des Moines. Custodial services are in the marketplace category, which means customers can choose any vendor; this is the first marketplace contract for CCM. We wish the team great success and more new customers! For more information, contact Randy Howard.

New Office Supply Vendor

Effective October 1, state employees will buy office supplies from a new vendor. Office Max, a Boise Company, won the business in a Request for Proposal process that will generate big savings. Customers can use their state-authorized procurement cards for purchases. For more information, contact Dave Kaili.

I/3 Interim Customer Council Named

The DAS I/3 Interim Customer Council will hold its first meeting on October 28. Members are John Baldwin (Corrections), Charlie Smithson (Ethics Campaign Disclosure), Roger Stirler (Education), Penny Westfall (Law Enforcement Academy), Steve Mosena (Human Services), Rich Jacobs (Revenue) and Carl Martin (AFSCME.) These interim members will draft bylaws, review FY 2006 financial information and select permanent members. DAS participants will include Mollie Anderson, Calvin McKelvogue, Lori McClannahan, Sharon Sperry and Linda Plazak. For more information, contact Linda Plazak.

HRE Update: Learn @ PDS

The new PDS course catalog is now online at http://das.hre.iowa.gov/LearnAtPDS/catalog_welcome.htm
The new contractor for HRE-sponsored computer classes is Des Moines Area Community College (DMACC)
View the calendar of computer classes at: http://das.hre.iowa.gov/pdfs/PDS/computer_classes_dmacc.pdf
For more information, contact Suzie Reicks.

Cleaner Monuments

Have you noticed the monument restoration work around the Capitol Complex? Each year, DAS reserves \$50,000 of its annual major maintenance appropriation for repair and conservation of monuments around the state, including those on the Capitol Complex. Additional conservation work is currently underway on the Soldiers and Sailors Monument located in the gardens south of the Capitol Building. Restoration is complete on the Statue of Liberty monument on East Twelfth Street, east of the Capitol. Boy Scouts of America donated this miniature statue of Liberty of Liberty to Iowans in 1950 as part of an annual service project during which Boy Scouts placed 200 statues in 39 states. For more information, contact Dean Ibsen.

Fall Vehicle Auction Scheduled

DAS Fleet is getting ready for the annual fall vehicle auction Saturday November 13, 2004. Some 150 vehicles will be sold, including older DNR pickups, trooper cars, quad cab pickups, Taurus sedans and others. Proceeds go to the replacement fund to buy new cars. For more information, contact Dale Schroeder.

ITE Business Continuity Planning Underway at JFHQ

State agencies have had space designated for use as a computer disaster recovery facility since the Johnston, Iowa Joint Forces Headquarters (JFHQ) was built. (This facility was formerly known as the STARC Armory.) Now, plans are underway to design and install the equipment that would enable the site to provide needed services in the event of a state IT disaster. The goal is to have mainframe services operational by March, 2005, with additional servers installed at a future time. Collaborators include Homeland Security and Emergency Management, Public Defense, the Iowa National Guard, the Iowa Communications Network, DAS-GSE Design and Construction, DAS-ITE and customer agencies. For more information, contact Lorrie Tritch.

ITE Data Center Improvement Project

Providing dependable mainframe services to customers is a core function in the DAS-ITE performance plan. To hit the 99 percent reliability goal, environmental improvements are needed in the heating, ventilation and air conditioning (HVAC) systems, emergency power and other infrastructure systems. Two key requirements are that there be at least one redundant resource ("N + 1") for every component in the system and a plan to maintain business continuity in the event of a disaster.

Lorrie Tritch reports that a team including the ITE Infrastructure Services, GSE Design and Construction and GSE Capitol Complex Maintenance has been working on this challenge since January, 2004. Following a thorough review of the Hoover Building data center and server farm, approximately \$2 million in infrastructure improvements have been recommended and approved. Work to secure the necessary architectural services is currently underway. Following selection of a construction contractor, the team expects to have most of the upgrades completed in FY 2005. When completed, the data center will be positioned to provide quality service for years to come. For more information, contact Lorrie Tritch.

New Anti-SPAM Solution Installed

Homeland Security funding has enabled ITE to replace its expiring anti-virus/anti-spam product with Pure Message by Sophos. The transition took place September 28, 2004, and has gone smoothly so far. Additional capabilities will be activated during coming weeks. For more information, contact Greg Fay.

ITE Pleased with Electronic Messaging Archiving System

Enterprise Vault is the e-mail archiving system that has is now archiving e-mails to comply with ITE's e-mail backup policy to retain all messages for 180 days. The messaging team reports that the new system makes it much easier to meet public records requests generated by Iowa's open records law. The new system recently responded in 30 minutes to a request that would have taken 30 days to fill without it!

Enterprise Vault can also help ITE address the problem of how to make more space on the email servers by allowing them to archive messages while actually moving them off the email servers. ITE is now rolling out this feature in its own department, and will be making it available soon to customers in and outside DAS. Watch for the announcement. For more information, contact Lorrie Tritch.

DAS-ITE Network and Security Services

In support of National Cyber Security Awareness Month, DAS-ITE Network and Security Services is promoting cyber security and safe online behavior. Your attention to security helps keep you safe from the security threats we face today. Look for more information on home computer security, phishing attacks, safe passwords, and family safety.

The state's new Information Security Office (ISO) serves as a central coordinating group for cyber security response procedures, sharing best practices, developing enterprise standards and policies, coordinating training and acting as a catalyst to improve overall computer security across state government.

The new office is separate from the ITE and reports directly to the DAS Director. It will work closely with the ITE Network and Security Services to coordinate security activities. The ISO will deal with policies, standards and alert protocols; ITE will continue to provide direct security services. For more information about the ISO, contact Greg Fay. For information about ITE's security services contact Pat Clark.

Inside DAS

Marketing Team Update

Formed to strengthen key resource needs, the DAS Marketing and Communications Team added three new members in July, 2004. Assisting Patti Allen as liaisons to DAS enterprises are Doug Kern for ITE, Marianne Mickelson for HRE and SAE, and Linda Plazak for GSE and the DAS Core. In addition to their liaison roles, each team member also has project responsibilities: Doug Kern is spearheading the second annual DAS customer satisfaction survey and will have ongoing research responsibilities. Marianne Mickelson is working with HRE and the training work group to build DAS employee training and recognition programs. Linda Plazak is coordinating the work of the three DAS customer councils and assisting with the new interim I/3 customer council.

It will take time to establish a department-wide marketing program, but a common look, feel and tone for all DAS communications is a front-burner goal. If you are planning a product or service announcement or promotion that should be targeted to DAS agency customers or all employees, contact the liaison for your enterprise. Patti Allen will be guiding development of marketing plans and is responsible for reviewing communications like business plans, white papers and task force reports before they are distributed.

In addition to the Customer Satisfaction Survey results, the team will soon be publishing the first issue ***Customer Focus***, a new DAS newsletter targeted to customer agency management teams. They are also reviewing the entire DAS website to assure that information is current and organized in a user-friendly way and planning the FY 2006 Services Guide. For more information, contact Patti Allen.

Benefits Updates

From October 15 until November 15, 2004, you can enroll in or change your benefits options. You may review your health, dental and life insurance needs; change health insurance carrier; enroll in Dependent Care or Health Flexible Spending accounts. Your changes will be effective January 1, 2005.

There is good news about the deferred compensation program: Non-contract, AFSCME, and PPME employees are eligible for a match increase of up to \$50 per month in 2005. Your employer will deposit \$1 in your match account for every \$2 you contribute to your 457 deferred compensation account, up to your selected limit. To increase your payroll deductions so that you can take advantage of the higher match amount, contact your personnel assistant to complete a New Account and Change Form before December 15, 2004. For more information, contact Kathy Van Wey.

New "DAS Brand" Tee-Shirts for Custodial Staff

The GSE Capitol Complex Maintenance custodial staff are wearing new tee shirts with the DAS logo on them. These comfy, cotton shirts will make it easy to identify CCM custodial staff. CCM managers will also be sporting oxford shirts with the DAS logo. For information, contact Tim Ryburn.

The Back Page: DAS Employee News

DAS-General Services Enterprise

- Patrick Harrison joined GSE as an electrician with Capitol Complex Maintenance (CCM).
- Tammy Hilario-Behena joined GSE as a custodian with CCM/Custodial on August 6.
- Frank Michaelis, former maintenance worker 2 with GSE-CCM, retired August 12.
- Ed Bartelt, former mechanic with GSE Fleet/Vehicle Dispatch, retired August 12.
- John Stephens, former custodian with GSE-CCM, retired August 24.

DAS- Human Resources Enterprise

- Sam Hoerr joined HRE as an advanced personnel management specialist as of September 20.
- Vickie Anderson rejoined HRE as an advanced personnel management specialist as of August 13.
- Cathy Mallard, former training officer 2 with HRE, retired August 12.
- Tim Cook, former advanced personnel management specialist, resigned September 14.

Information Technology Enterprise

- Ray Hague joined ITE as an information technology enterprise expert as of September 12.
- Bradley Richman was promoted to information technology specialist 5 as of August 27.

DAS Service Anniversaries (in alphabetical order)

NAME	SERVICE YEARS	DAS ENTERPRISE OR GROUP	MO	DATE
Anthony Bibbs	1	ITE Applications	10	24
Jeff Davis	15	GSE Federal Surplus	11	27
Julia Heil	1	DAS Finance	10	17
Wes Hunsberger	25	ITE Infrastructure Services	10	12
Larry Johnson	30	GSE CCM	10	10
Mark Johnson	15	DAS Director's Office	11	18
Bonita Lane	5	GSE CCM	11	8
Victoria Luptowski	1	ITE Infrastructure Services	10	1
John McClain	1	GSE CCM	12	1
David Meyers	20	DAS Finance	11	5
Kenneth Moore	1	ITE I/3	12	3
Emily Narayan	5	DAS Internal Operations	10	29
Brenda Reilley	35	HRE	10	23
David Ritchie	35	SAE	10	3
Dale Schroeder	25	GSE Fleet	10	8
Tom Senephansiri	5	GSE CCM	10	11
Rob Thies	5	GSE Fleet	11	5
Danny Thomas	20	ITE Infrastructure Services	11	2
Gary Trisler	25	GSE Printing	12	4
Richard Tutty	1	ITE Applications	10	24
Shirley Walker	30	GSE Fleet	11	11
Harold Wilkinson, Jr.	25	GSE Federal Surplus	11	23
John Wolz	20	ITE Infrastructure Services	11	5
Linda Wozny	1	GSE CCM	12	1

Editor's Note

Information for the next issue of the *DAS Difference* is due November 29, 2004 for a newsletter that will come out around December 3, 2004. Send information to the Marketing Team c/o Patti Walden Allen or to any of these DAS staff: Paul Carlson, Greg Fay, Dean Ibsen, Mark Johnson, Barb Kroon, Pat Lantz, Calvin McKelvogue, Lise Melton, Debbie O'Leary, Jan Olson, Tim Ryburn, Denise Sturm, Mark Uhrin, Lorrie Tritch, Kathy Van Wey, Russ Rozinek or Shirley Walker.